



A BILL FOR AN ORDINANCE

RELATING TO TOURISM.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose. The purpose of this ordinance is to establish a "Keep Hawaii Hawaii – Promise to Our Keiki Pledge" for visitors to the City and County of Honolulu, similar to the Pono Pledge campaign of Hawaii Island and the Aloha Pledge of Kauai, both of which are aimed at promoting visitor awareness and on-island behaviors that are as environmentally responsible and culturally sensitive as possible.

SECTION 2. Chapter 2, Revised Ordinances of Honolulu 1990 ("The Mayor and Executive Agencies – Additional Powers, Duties and Functions"), is amended by adding a new article to be appropriately designated by the Revisor of Ordinances and to read as follows:

"Article ____. **"Keep Hawaii Hawaii – Promise to Our Keiki Pledge"**

Sec. 2-___.1 "Keep Hawaii Hawaii – Promise to Our Keiki Pledge".

- (a) For purposes of this article, the term "agency" means the mayor's office of economic development, or such other city department or agency as may be designated by the mayor.
- (b) There is established within the agency a "Keep Hawaii Hawaii – Promise to Our Keiki Pledge" aimed at promoting visitor awareness and on-island behaviors that are as environmentally responsible and culturally sensitive as possible.
- (c) The agency will create and promote a "Keep Hawaii Hawaii – Promise to Our Keiki Pledge" that joins in the spirit of the other established county pledges.
- (d) The agency will publish the pledge in multiple languages and formats to improve accessibility, especially to visitors from abroad.
- (e) The agency may partner with other public and private persons and entities, including those in the airline, cruise ship, visitor, and hospitality industries, and those receiving funding from the Hawaii Tourism Authority, to promote the pledge.
- (f) The pledge may be promoted on the city's websites and may be promoted on such other media and social media as the agency deems appropriate.



CITY COUNCIL

CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII

ORDINANCE _____

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- (g) The agency may institute community service dates such as those that have been used in other counties where select businesses and nonprofit organizations host volunteer activities at various locations throughout the county in order to heighten community awareness of the pledge."

SECTION 3. This ordinance takes effect upon its approval; provided that the agency may refrain from undertaking the directives enacted in SECTION 2 until such time as adequate funding is made available.

INTRODUCED BY:

Kymberly Pine

DATE OF INTRODUCTION:

September 13, 2019

Honolulu, Hawaii

Councilmembers

APPROVED AS TO FORM AND LEGALITY:

Deputy Corporation Counsel

APPROVED this _____ day of _____, 20 _____.

KIRK CALDWELL, Mayor
City and County of Honolulu